



Canada Border
Services Agency

Agence des services
frontaliers du Canada

CARM Trade Chain Partner Personas and Guide

Canada

CARM

CBSA Assessment and
Revenue Management

Document Context and Purpose

- A persona represents a grouping of stakeholders based on real-world data and in-person research. They describe the goals, motivations, challenges, and interactions of stakeholders along with their relationship with the CBSA.
- One company may perform a variety of importing services, and therefore, be represented by **multiple personas**.
- The following slide provides a more detailed summary of what the persona is, and how you can use it to better understand the CARM Project.

Legend:

- AMPS = Administrative Monetary Penalty System
- CAD = Commercial Accounting Declaration
- CARL = Customs Automated Reference Library
- CCP = CARM Client Portal
- CBSA Operations include Border Service Officers, Senior Officers Trade Compliance (which includes Rulings Officers and Verification Officers)
- ECCRD = Electronic Commerce Client Requirements Document
- EDI = Electronic Data Interchange
- DN = Daily Notice
- HS = Harmonized Commodity Description and Coding System
- OGD = Other Government Department
- PGA = Participating Government Agency
- RMD = Release on Minimum Documentation
- SOA = Statement of Account
- Intermediary Businesses include Carriers, Couriers, Freight Forwarders, and Warehouses
- Other Vendors include businesses such as Suppliers, Manufacturers, etc.

CARM TCP Persona Guide

What are personas?

- A persona represents a **grouping of trade chain partners** based on real-world data and in-person research
- They describe the **goals, motivations, frustrations, interactions, and relationships** of TCP groups to identify their needs as users
- These help to **better understand a user group's current needs, daily experiences and behaviours** (and thus, how these things will change for them in the future state)

How is CARM using personas?

- CARM will be using personas to support an **client-centric approach** to design and to drive a **consistent transformation experience** for all end-users
- CARM is using personas as a source of guidance on **how to keep a given persona group informed and engaged** through targeted activities to assist in easing the transition experience for CARM end-users
- Personas are not business roles, instead they represent a **grouping of users based on similar pain-points and user experiences**
- A company may perform a **variety of importing services**, and may therefore be **represented by multiple personas**.
- Personas **will continue to evolve and be updated over time** to account for project developments and upcoming releases



How can I use a persona as a TCP?



Use them as a **personal reference tool** to **further your own understanding** and so that you can speak to the changes and benefits that CARM will bring



Distribute them and send them to your colleagues and clients to **build awareness**



Have them on-hand to answer questions and have conversations with colleagues and clients on CARM



Be **well-versed on the different persona groupings** so that you can **understand how CARM will affect the greater TCP ecosystem**, as well as **help your clients identify which persona they belong to**

What are the benefits of using a persona as a tool?



Personas can act as a **snapshot to help individuals foresee their experience in the future state** and better understand the specific changes that will be introduced by CARM



Personas can convey complex information on the project and **simplify how CARM can change a client's day-to-day activities in a digestible way**



They provide **context that matters** to a specific group of clients

How do I read a persona?

- 1 **Header:** Indicates the persona name. The user name indicated just below represents a randomly generated fictional identity used as an example on the persona.
- 2 **Description:** Explains scope of the persona explaining the key TCP areas that are encompassed within the persona, the key activities that they perform, and the nature of their work.
- 3 **Quote:** Connects how CARM will positively impact the persona grouping as CARM users.
- 4 **Relationships:** Highlights the top CBSA and/or TCP relationships that the persona interacts with regularly.
- 5 **Workspace:** Lists CARM's functionality and system capabilities that the persona will be able to use in the future state.

6

Key Changes: Highlights the top changes that will impact this persona by CARM.
Key Benefits: Highlights top benefits that will result from CARM's future changes.

7

Day in a Life: The top row provides examples of current activities and pain points that are commonly experienced by this persona. The bottom row shows how these same situations will be different under CARM.

Understand your Persona

Persona	Targeted Stakeholder Groups
Importers who use a Customs Broker	Importers who choose to use the services of a customs broker to support and/or account for their imported goods and transact business with the CBSA on their behalf. CARM will allow this persona to experience heightened visibility and control over their importing process and data.
Importers who do not use a Customs Broker (>\$50 K in duties and taxes)	Importers who manage their imported goods and transact business with the CBSA themselves, without employing the assistance of a customs broker. This persona refers to importers whose imported goods total more than \$50,000 per month in duties and taxes. This persona has a strong understanding of CBSA processes, and operates as sophisticated players in the commercial ecosystem.
Importers who do not use a Customs Broker (<\$50 K in duties and taxes)	Importers who manage their imported goods and transact business with the CBSA themselves, without employing the assistance of a customs broker. This persona refers to importers whose imported goods total less than \$50,000 per month in duties and taxes. This persona is comprised of typically smaller organizations with resources performing multiple functions and duties within the organization. Due to this reality, they are challenged to allocate significant time/cost/expertise to the importation process.
Customs Brokers	Licensed customs brokers who help clients get their shipments released at point of arrival and accounted for, ensuring a compliant and seamless movement of goods. Characteristics of customs brokers include: Manage all key business data and transmission of data for clients, Act on behalf of clients to transact business with the CBSA, Represented by associations, such as the Canadian Society of Customs Brokers (CSCB) and the International Federation of Customs Brokers Associations (IFCBA), or may be independent
Trade Service Advisors	Trade service advisors transact business with the CBSA on behalf of their clients. They provide a variety of consulting services to their clients that allow them to manage their imports and exports with optimal efficiency. Characteristics of trade service advisers include: They educate their clients, helping them interpret regulatory requirements in business terms. Their key areas of focus include managing post-entry adjustments for the valuation, classification, and origin of goods. They help clients manage their compliance activities with the CBSA, including rulings, appeals, and trade verifications. They include trade consultants, trade lawyers, and accountants. They serve as subject matter experts on trade committees.
Transporters	Transporters facilitate the movement of goods into Canada, which includes freight forwarders and carriers for all modes of transport, as well as marine and shipping agents. Transporters work with importers and customs brokers to manage logistics and transport goods under bond to customers as efficiently as possible. This persona does not include Courier Low Value Shipment (CLVS) specific activities, however, does include other courier-relevant activities.
Software Providers	Certified by the CBSA, software providers include businesses who provide software solutions for trade chain partners, including Electronic Data Interchange (EDI) and Customs Self-Assessment (CSA) clients. Software providers ensure that the flow of information occurs smoothly, assisting in their clients' ability to comply with CBSA requirements and import goods into Canada with minimal operational impact.



Canada Border
Services Agency

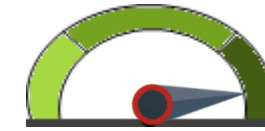
Agence des services
frontaliers du Canada

Customs Brokers

Canada 

CARM

CBSA Assessment and
Revenue Management



Transformation Level: High

Clyde Martinez



Relationships

Non-CBSA relationships

- Importers
- Participating Government Agencies
- Intermediary Businesses (e.g., Freight Forwarders)
- Sureties
- Exporters and Other Vendors

CBSA relationships

- Technical Commercial Client Unit (TCCU)
- Trade Policy and Recourse
- CBSA Operations

Description

This persona represents licensed customs brokers who help clients get their shipments released at point of arrival and accounted for, ensuring a compliant and seamless movement of goods. Characteristics of customs brokers include:

- **Manage all key business data and transmission** of data for clients
- **Act on behalf of clients** to transact business with the CBSA
- **Represented by associations**, such as the Canadian Society of Customs Brokers (CSCB) and the International Federation of Customs Brokers Associations (IFCBA), or may be **independent**

Workspace

CARM Client Portal (CCP) Functionality

Portal Functionality

- ▶ Business number registration and program enrolment
- ▶ Digital CADs with correction and adjustments
- ▶ Statement of account and electronic payment
- ▶ Management of rulings, appeals, verifications and view AMPS

Quote

“Customs brokers will be able to service their clients with real-time data, and increased visibility into the commercial importation process.”

Key Changes

- › Ability to manage appeals, rulings, and trade verifications through the portal
- › New harmonized billing and payment due date, with an interest-free correction period from CAD submission date to payment due date
- › Introduction of the management of CBSA account information, AMPS data, viewing of SOA and transaction history, through the CCP
- › Requirement for financial security at importer level for release prior to payment privileges
- › New commercial accounting declaration management (including correction and adjustment periods)
- › New HS classification tool and automated tariff calculator, through the portal

Key Benefits

- ★ Access and manage client account data in real-time, including all transactional data (note: client must have delegated access)
- ★ Submit and track requests made to the CBSA, including appeals, adjustments, and trade verifications
- ★ View appeals, adjustments, trade verifications, and AMPS
- ★ Revised billing cycle will provide more time to make interest-free corrections
- ★ Access the online tariff calculation tool and a searchable rulings database
- ★ Added flexibility and speed when interacting with clients with due to the availability of the CCP to both parties

Current State

- ⚡ At the beginning of the day, Clyde is spending his morning working with his client to successfully complete the required documentation to act on their behalf.
- ⚡ The legislative deadline for adjusting a large series of his client's transactions is approaching. Clyde submits a paper 'blanket B2' form. He is **worried that the CBSA may not send the paper authorization form back in time, and will lose the opportunity to collect refunds** for some of transactions.
- ⚡ Clyde's client wants to appeal a penalty they received. Clyde works with the client to acquire a hardcopy record of their penalty notice. After receiving and reviewing the notice, he **submits the request via a paper process**. The CBSA provides a **limited visibility into the status of his appeal**, so it's **challenging for Clyde to provide useful status updates** to his client.
- ⚡ Before leaving for the day, one of Clyde's clients presents updated product information related to a series of transactions that were submitted 5 business days ago. **Clyde must urgently change these transactions before confirming the entries by the 5-day deadline, or else he will have to populate a paper B2 form and incur interest on these transactions.**

9:30
am

11:00
am

1:30
pm

5:30
pm

Future State

- ★ Clyde works with his client to **gain delegated authority to their portal account**. Now, Clyde has the access to perform key import activities on his client's behalf, such as submitting commercial accounting declarations, making corrections and adjustments, requesting rulings, submitting appeals and activities related to a trade verification.
- ★ Clyde makes a **mass-adjustment using the CARM Client Portal**. He is **not constrained by time** because he receives instant acknowledgement that his request was received. This ensures that the adjustments required will be considered eligible before the legislative deadline passes.
- ★ Using the portal, Clyde **has access to his client's administrative monetary penalty (AMP) notice and other key import documentation**. Clyde refers to the notice and **easily submits his AMP appeal request electronically**. Clyde is able to track the progress and receive correspondence via the portal, when supporting documentation is required, he can attach it to his request electronically.
- ★ Under CARM, Clyde **quickly makes interest-free electronic corrections** to these transactions at any point between the CAD submission date and the payment due date.



Canada Border
Services Agency

Agence des services
frontaliers du Canada

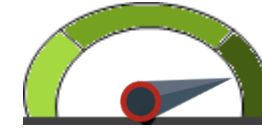
Importers who use a Customs Broker

Canada

CARM

CBSA Assessment and
Revenue Management

This document illustrates how CARM will impact the commercial importation process for Importers who use a Customs Broker.



Transformation Level: High

Ron Carter



Relationships



Non-CBSA relationships

- Importers
- Customs Brokers
- Trade Consultants, Lawyers, Accountants
- Participating Government Agencies
- Exporters and Other Vendors
- Intermediary Businesses (e.g., Freight Forwarders)
- Sureties



CBSA relationships

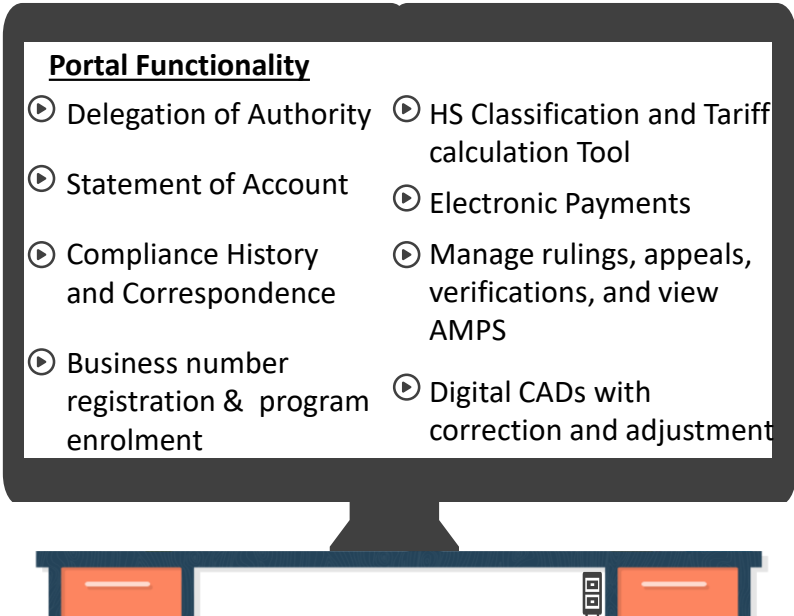
- CBSA Operations

Description

This persona represents importers who choose to use the services of a customs broker to support and/or account for their imported goods and transact business with the CBSA on their behalf. CARM will allow this persona to experience heightened visibility and control over their importing process and data.

Workspace

CARM Client Portal Functionality



Quote

“CARM will give importers access to a self-service portal that will give them more visibility and control over their imports and data, as well as the processes occurring afterwards.”

Key Changes

- › Ability to manage appeals, rulings, and trade verifications through the portal
- › New electronic payment methods (e.g. Pre-Authorized Debit (PAD))
- › Introduction of the management of CBSA account information, AMPS data, viewing of SOA and transaction history, through the CCP
- › Introduction of electronic delegation of authority which provides third party access to an Importer’s CCP account to conduct business on their behalf
- › Requirement for financial security at importer level for release prior to payment privileges
- › New commercial accounting declaration management (including correction and adjustment periods)

Key Benefits

- ★ Ability to delegate authority for the CCP to third-party service providers and customs brokers with an expanded visibility and audit trail into their activities
- ★ Ability to manage a simplified commercial accounting declaration process with versioning capabilities
- ★ Ability to view SOA, AMPS, and monitor financial security in real-time, and make electronic payments.
- ★ Submit and track requests made to the CBSA, including appeals, adjustments, and trade verifications
- ★ Register/enroll into CBSA programs and easily manage real-time account data

Current State

- ⚡ To start his day, Ron is working with his new customs broker and trade consultant to complete the required documentation, allowing his service providers to manage the commercial importations for his company.
- ⚡ Ron is finding it **difficult to acquire a full list of his importing transaction history, including his current debt to the CBSA. Reconciling his accounts is onerous**, since he has multiple payment due dates to manage. Ron has to ask his customs broker to provide him with this information.
- ⚡ After eating lunch, Ron receives an urgent request to import goods into Canada. He is stressed, **scrambling to provide the required information to his customs broker, and worried his goods won't be cleared by the end of the day.**
- ⚡ After dealing with his urgent import, Ron wants to verify the actions of the third-party service providers with delegated authority. He would also like to check the status of a few key rulings and appeals he has outstanding. Ron is **challenged because he has limited visibility into his service provider's activities, or any tasks they are conducting on his behalf.**

9:00
am



Upon granting the legal authorization, Ron **delegates authority to his third-party service providers** to operate Ron's portal account on his behalf. Depending on the access granted they will be able to manage key aspects of Ron's imports in the portal, including commercial accounting declarations, post-entry adjustments, trade verifications, rulings, and appeals.

11:00
am



Ron logs into the portal and **easily gathers a full picture of his CBSA account**, including the ability to download his transaction history and statement of account. With CARM's harmonized billing and payment due dates his administrative burden is reduced.

1:30
pm



Upon completing the release documentation, Ron completes his commercial accounting declaration himself, through the portal. In the portal, Ron sees that he has sufficient importer security bond coverage. He is **comforted knowing that he will be notified when his company is nearing its bond limit, and will be able to make an interim electronic payment to cover the shipment.**

3:00
pm



Using the portal, Ron **has visibility into the activities of the third-party service providers and customs brokers** he has delegated authority to, allowing him to confirm that his imports are being managed as expected. This includes any ruling, appeal, or trade verification that a third-party service provider can manage on his behalf.



Canada Border
Services Agency

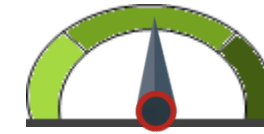
Agence des services
frontaliers du Canada

Trade Service Advisors

Canada

CARM

CBSA Assessment and
Revenue Management



Marty Bull



Relationships



Non-CBSA relationships

- Importers
- Participating Government Agencies
- Intermediary Businesses (e.g., Carriers)
- Exporters and Other Vendors



CBSA relationships

- Trade Policy and Recourse
- CBSA Operations

Description

Trade service advisors transact business with the CBSA on behalf of their clients. They provide a variety of consulting services to their clients that allow them to manage their imports and exports with optimal efficiency. Characteristics of trade service advisors include:

- They **educate their clients**, helping them interpret regulatory requirements in business terms. Their key areas of focus include managing post-entry adjustments for the valuation, classification, and origin of goods.
- They **help clients manage their compliance activities** with the CBSA, including rulings, appeals, and trade verifications.
- They include **trade consultants, trade lawyers, and accountants**. They serve as subject matter experts on trade committees.

Workspace

CARM Client Portal (CCP) Functionality

Portal Functionality

- ▶ Digital CADs with correction and adjustment ability
- ▶ Business number registration and program enrolment
- ▶ Statement of account and electronic payment
- ▶ Manage rulings, appeals, verifications, and view AMPS

Quote

“CARM will enable trade service advisors to provide an improved client experience by simplifying the post-entry adjustments, increasing visibility and facilitating key facets of the commercial importation process.”

Key Changes

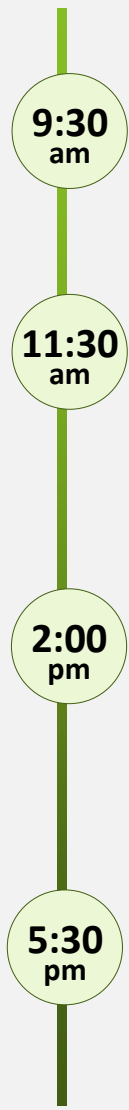
- > New capability to manage appeals, rulings, AMPS, and trade verifications through the CCP
- > New financial security model set at the Importer-level
- > Submit post-entry declaration adjustments and mass-adjustments, using the CCP or EDI
- > New harmonized billing and payment due date, with an interest-free correction period from CAD submission date to payment due date
- > Introduction of electronic delegation of authority to access and operate an Importer’s account in the CCP
- > Requirement to electronically enroll in CBSA program (i.e. must acquire a BN15)

Key Benefits

- ★ Gather and manage client account data in real-time, including all transactional data that the client has delegated access to
- ★ Versioning and document management capabilities enabling more efficient management of post-entry declaration adjustments, through the CCP or EDI
- ★ Answer all your importing questions using the ChatBot
- ★ Access to an online tariff calculation tool and a searchable rulings database
- ★ Submit and track requests made to the CBSA with increased visibility, including appeals, adjustments, and trade verifications
- ★ Added flexibility and speed when interacting with clients, due to the availability of the CCP accessible to both parties
- ★ Register and enroll into CBSA programs

Current State

- ⚡ To start his day, Marty is working with a new importer to complete the required documentation to transact business with the CBSA on their behalf.
- ⚡ The legislative deadline for adjusting a large series of client transactions is approaching. Marty populates a **paper 'blanket B2'** form and submits it to the CBSA for approval. This may take a **significant amount of time** to be approved by the CBSA, so Marty is **worried his client will lose the opportunity to collect refunds for some of their older transactions.**
- ⚡ Marty's client wants to appeal an administrative monetary penalty (AMP) from the CBSA. He contacts the client to acquire the hardcopy record of their penalty notice. Upon receiving and reviewing the notice, Marty submits the request via a **paper process.** The CBSA provides a **limited amount of visibility into the status of his appeal,** so it's **challenging for Marty to provide useful status updates to his client.**
- ⚡ Marty consults the CBSA website for information in order to submit a ruling request for his client. He **waits to receive paper correspondence from the CBSA,** who may ask for further documentation before the process continues. Similar to appeals, the CBSA provides a **limited amount of visibility into the status of his rulings,** so he is **challenged to provide status updates to his client.**



Future State

- ★ Upon obtaining the legal authorization with his client, Marty acquires a BN15 for his trade service advisor business with the CBSA. Next, he uses an **intuitive electronic process to acquire delegated authority** to operate his client's CCP account on their behalf.
- ★ Marty makes a **mass-adjustment using an intuitive electronic commercial accounting declaration process** using the CARM Client Portal, or EDI. Marty is not constrained by time because he receives **instant acknowledgement** that his request was received, thereby protecting Marty's time limits related to these transactions.
- ★ Through the portal, Marty has **access to his client's penalty notices and other key import documentation.** Marty reviews the notice and easily submits his request to appeal the AMP electronically. Marty receives correspondence from the CBSA in the portal, and attaches supporting documentation to his appeal request and follows the **status of the request** via the portal.
- ★ Using the portal, Marty **searches the rulings database to acquire the information he needs, and easily submits ruling requests electronically, with visibility into the status.** Furthermore, Marty uses the portal to receive correspondence from the CBSA, and **electronically attaches supporting documentation** to his requests, as required.



Canada Border
Services Agency

Agence des services
frontaliers du Canada

Transporters

Canada

CARM

CBSA Assessment and
Revenue Management



Transformation Level: *Medium*

Maya Clakson



Relationships



Non-CBSA relationships

- Importers
- Customs Brokers
- Exporters and Other Vendors
- Trade Consultants,
- Lawyers,
- Accountants
- Participating Government Agencies
- Warehouses



CBSA relationships

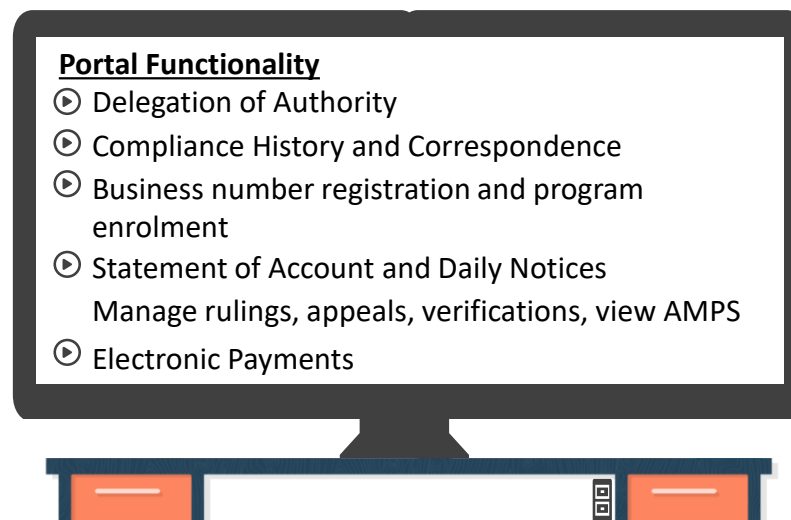
- CBSA Operations
- Technical Commercial Client Unit (TCCU)
- Trade Policy and Recourse

Description

This persona represents businesses that facilitate the movement of goods into Canada, which includes freight forwarders and carriers for all modes of transport, as well as marine and shipping agents. Transporters work with importers and customs brokers to manage logistics and transport goods under bond to customers as efficiently as possible. This persona does not include Courier Low Value Shipment (CLVS) specific activities, however, does include other courier-relevant activities.

Workspace

CARM Client Portal (CCP) Functionality



Quote

“CARM will give transporters access to a self-service portal that will provide enhanced visibility and management of AMPS and CBSA requests, while maintaining current EDI

Key Changes

- Management of CBSA account information, AMPS data, viewing of SOA and transaction history, through the CCP
- Additional electronic payment methods (e.g. Pre-Authorized Debit (PAD))
- New financial security model set at the Importer-level
- Electronic delegation of authority to access and operate an Importer’s account in the CCP
- Requirement to electronically enroll in CBSA programs (i.e. must acquire a BN15)

Key Benefits

- ★ Register/enroll into CBSA programs and easily manage real-time account data
- ★ View statement of account, commercial charges and make electronic payments
- ★ Versioning capabilities will allow for post-entry adjustments in cargo reporting to be made, through the CCP or EDI
- ★ Ability to delegate authority for the CCP to third-party service providers and customs brokers, with an expanded visibility and audit trail into their activities
- ★ Ability to submit and track requests made to the CBSA with increased visibility, including appeals, and adjustments
- ★ Answer all your importing questions using the ChatBot

Current State

- ⚡ To start her day, Maya is looking to add a freight forwarder business to her existing client profile, as well as update the address for one of her other carrier businesses, she **calls the CBSA to complete these tasks**. Additionally, Maya wants a trade consultant to assist with her carrier business, and is **completing the required documentation** to allow her commercial importations to be managed by her trade consultant.
- ⚡ Upon finishing her lunch break, Maya is **unsure of her current debt to the CBSA and what is on her Daily Notice**. To acquire this information, she reaches out to the CBSA and/or her third-party service provider, and references her internal records to obtain this information.
- ⚡ To finish off her day, Maya submits an appeal for a penalty she received. This is **time-consuming since the appeals process is paper-based**, she must track down which of her offices has received a hardcopy record of the notice in order to gather the necessary details to submit the appeal. Since the **CBSA provides limited visibility into the status of these requests**, she has to wait until the CBSA responds to receive an update on the status of her appeal.

9:00
am

12:30
pm

5:00
pm

Future State

- Through the portal, Maya acquires BN15s for her carrier and new freight forwarding businesses, leveraging an electronic enrolment process. Maya **easily updates the address of her carrier business** through the portal. Upon granting the legal authorization, Maya **delegates authority to her trade consultant** to operate her portal account on her behalf, giving them access to manage specific processes, such as appeals.
- ★ Maya logs into the portal to **view all of the transactions on her account**, including her statement of account. Maya and her third-party service provider are able **to reference the portal in real-time to determine the amount due**. Finally, using the portal, Maya **easily pays what she owes to the CBSA electronically** (with the option to set up pre-authorized debit).
- ★ Using the CCP, Maya is able to **easily find her AMPS notice** information electronically, and submits her appeal with **clear visibility into the status of her request**. Maya can **electronically attach documentation** to her requests and **receive correspondence from the CBSA**, responding to compliance actions through the portal, as required.



Canada Border
Services Agency

Agence des services
frontaliers du Canada

Software Providers

Canada

CARM | CBSA Assessment and
Revenue Management



Transformation Level: *Medium*

Andy Coughlin



Relationships



Non-CBSA relationships

- Importers
- Customs Brokers
- Intermediary Businesses (e.g., Carriers)



CBSA relationships

- Technical Commercial Client Unit (TCCU)

Description

Certified by the CBSA, software providers include businesses who provide software solutions for trade chain partners, including Electronic Data Interchange (EDI) and Customs Self-Assessment (CSA) clients. Software providers ensure that the flow of information occurs smoothly, assisting in their clients' ability to comply with CBSA requirements and import goods into Canada with minimal operational impact.

Workspace

CARM Client Portal Functionality

Portal Functionality

- ▶ Delegation of Authority
- ▶ Statement of Account and electronic payments
- ▶ Correspondence history and correspondence
- ▶ Business number registration and program enrolment
- ▶ HS classification and tariff calculation tool
- ▶ Manage rulings, appeals, verifications, view AMPS
- ▶ Digital CADs with correction and adjustments

Quote

"CARM's streamlined electronic account management processes will ease the administrative burden, while retaining core EDI functionality."

Key Changes

- > Introduction of electronic delegation of authority to access and operate an Importer's account in the portal
- > Introduction of electronic billing and additional electronic payment methods (e.g. Pre-Authorized Debit (PAD))
- > Requirement to electronically enroll in CBSA software provider program in order to obtain a BN15
- > Availability to submit commercial accounting declarations, corrections, post-entry adjustments and mass-adjustments

Key Benefits

The clients of Software Providers will experience the following benefits:

- ★ Delegate authority for the portal to third-party service providers and customs brokers, with an expanded visibility and audit trail into their activities.
- ★ Register/enroll into CBSA programs and easily manage account data
- ★ Manage the commercial accounting declaration process with versioning capabilities, through the CCP or EDI
- ★ Current EDI capabilities remain, with enhanced functionality for CCP-enabled processes
- ★ Submit and track requests made to the CBSA with increased visibility, including appeals, adjustments, and trade verifications

Current State

⚡ After checking his email, Andy starts his day by enrolling his new software provider business with the CBSA by corresponding with the Agency through a **paper-based process**. It requires a **significant amount of time and effort to correspond back and forth** with the CBSA to get his business certified via a paper process.

⚡ As Andy finishes off his day, he recognizes that his clients have to submit their rulings and appeal requests to the CBSA via a paper-based process. Andy would like to help his clients and create a software solution to process these requests, but cannot because the **CBSA does not accept these requests electronically**.

8:30
am



★ Through the CCP, **Andy is required to get a BN15 number**. Andy goes through a **streamlined electronic process of getting his software provider business certified with the CBSA**, benefitting from **electronic correspondence available to provide additional documentation/information** required to fulfill the program's certification requirements. Finally, **Andy works with his clients to obtain delegated authority in the CCP** to be able to send and receive importing data from the CBSA on their behalf.

5:30
pm



★ Under CARM, **the CBSA accepts electronic ruling and appeal requests**. Therefore, Andy and his team are aiming to create a new solution that encompasses these requests, and is working with the CBSA to certify this new functionality with the Agency in the future.

Future State



Canada Border
Services Agency

Agence des services
frontaliers du Canada

Importers who do not use
a Customs Broker (>\$50 K
in duties and taxes)

Canada

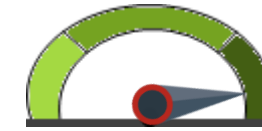
CARM

CBSA Assessment and
Revenue Management

Importers who do not use a Customs Broker (>\$50 K in duties and taxes)

This document illustrates how CARM will impact the commercial importation process for **Importers who do not use a Customs Broker (>\$50 K in duties and taxes).**

CARM Key Information



Transformation Level: High

Jeanie Carr



Relationships

Non-CBSA relationships

- Trade Consultants, Lawyers, Accountants
- Exporters and Other Vendors
- Participating Government Agencies
- Intermediary Businesses (e.g., Carriers)

CBSA relationships

- CBSA Operations
- Technical Commercial Client Unit (TCCU)
- Trade Policy and Recourse

Description

This persona represents importers who manage their imported goods and transact business with the CBSA themselves, without employing the assistance of a customs broker. This persona refers to importers whose imported goods total more than \$50,000 per month in duties and taxes. This persona has a strong understanding of CBSA processes, and operates as sophisticated players in the commercial ecosystem.

Workspace

CARM Client Portal Functionality

Portal Functionality

- ▶ Delegation of Authority
- ▶ Statement of Account and electronic payments
- ▶ Correspondence history and correspondence
- ▶ Business number registration and program enrolment
- ▶ HS classification and tariff calculation tool
- ▶ Manage rulings, appeals, verifications, view AMPS
- ▶ Digital CADs with correction and adjustments

Quote

"CARM will provide heightened visibility into the importing process, through access to self-service tools that will make the self-management of imports a more straightforward process."

Key Changes

- ▶ New capability to manage appeals, rulings, and trade verifications
- ▶ New harmonized billing and payment due date, with an interest-free correction period from CAD submission date to payment due date
- ▶ Additional electronic payment methods (e.g. Pre-Authorized Debit (PAD))
- ▶ Introduction of the management of CBSA account information, viewing of statement of account and transaction history
- ▶ New financial security model set at the Importer-level
- ▶ Introduction of commercial accounting declaration management through the portal and EDI (includes post-entry adjustments and mass-adjustments)
- ▶ New HS classification tool and automated tariff calculator

Key Benefits

- ★ Delegate authority for the portal to third-party service providers and customs brokers, with an expanded visibility and audit trail into their activities.
- ★ View SOA, commercial charges, and monitor financial security in real-time, and make electronic payments with automated offsetting options.
- ★ Ability to submit and track requests made to the CBSA (includes rulings, appeals, adjustments, trade verifications)
- ★ Register/enroll into CBSA programs and easily manage real-time account data
- ★ Manage a simple commercial accounting declaration process with versioning capabilities, through the portal or EDI

CARM

CBSA Assessment and Revenue Management

A Day in the Life: Importers who do not use a Customs Broker (>\$50 K in duties and taxes)

Current State

- ⚡ Jeanie has hired a new trade consultant, and is spending her morning corresponding with the CBSA to complete the required documentation to allow the trade consultant to transact business with the CBSA on her behalf.
- ⚡ Jeanie wants to reconcile her accounts, and is looking to better understand her company's debt owing to the CBSA and current financial security status, to confirm this information, she contacts CBSA representatives.
- ⚡ After reconciling her accounts, Jeanie wants to submit an appeal for a penalty she received. This takes a long time because the appeals process is paper-based, she must track down which of her offices has received a hardcopy record the notice, in order to gather the necessary details to submit an appeal. She has limited visibility into the status of these requests.
- ⚡ Jeanie wants to request the benefits of NAFTA for a large series of transactions from the past year. The legislative deadline for adjusting these transactions is approaching so she populates a paper 'blanket B2' form to request the changes. She is unsure if the CBSA will send the paper authorization form back in time, and is worried she'll lose the chance to collect refunds for some of her older transactions.

8:30
am

11:00
am

1:30
pm

4:30
pm

Future State

- ★ Upon granting the requisite authorization, Jeanie uses an **electronic process to delegate authority** to her trade consultant to operate her portal account on her behalf. This will **grant the ability for her trade consultant to manage key areas of Jeanie's importing process in the portal**, including commercial accounting declarations, post-entry adjustments, trade verifications, rulings, and appeals.
- ★ Jeanie uses the portal to access her **transaction history**, including her statement of account. She **monitors her importer security bond in real-time**, receiving **notifications** when her company is nearing its bond limit.
- ★ Through the portal, Jeanie can easily find her **penalty notice information electronically, and submit her appeal with clear visibility into the status of her request**. Jeanie can **electronically attach documentation** to her requests and receive correspondence from the CBSA through the portal, as required.
- ★ Using an **electronic commercial accounting declaration process**, Jeanie quickly makes a **mass-adjustment** before she leaves the office. Jeanie is not constrained by time because she **receives instant acknowledgement** that her request was received. This ensures that all of the transactions she'd like to adjust will be **considered eligible for adjustment before the legislative deadline passes**.



Canada Border
Services Agency

Agence des services
frontaliers du Canada

Importers who do not use
a Customs Broker (<\$50 K
in duties and taxes)

Canada

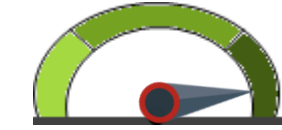
CARM

CBSA Assessment and
Revenue Management

Importers who do not use a Customs Broker (<\$50 K in duties and taxes)

This document illustrates how CARM will impact the commercial importation process for **Importers who do not use a Customs Broker (<\$50 K in duties and taxes).**

CARM Key Information



Transformation Level: High

Joe Fischer



Relationships



Non-CBSA relationships

- Exporters and Other Vendors
- Participating Government Agencies
- Intermediary Businesses (e.g., Carriers)



CBSA relationships

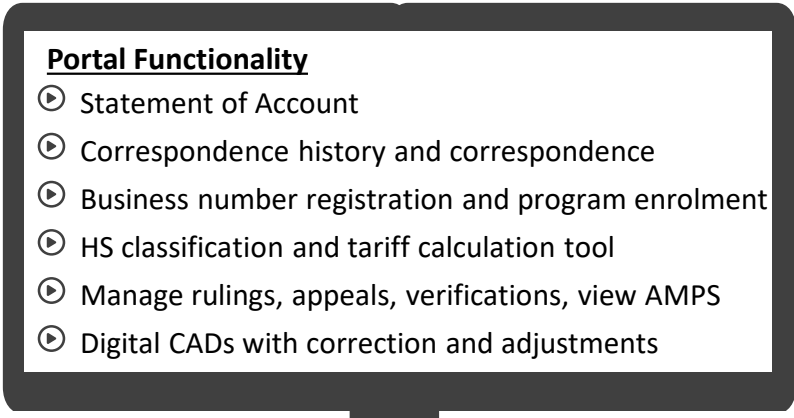
- Technical Commercial Client Unit (TCCU)
- Trade Policy and Recourse

Description

This persona represents importers who manage their imported goods and transact business with the CBSA themselves, without employing the assistance of a customs broker. This persona refers to importers whose imported goods total less than \$50,000 per month in duties and taxes. This persona is comprised of typically smaller organizations with resources performing multiple functions and duties within the organization. Due to this reality, they are challenged to allocate significant time/cost/expertise to the importation process.

Workspace

CARM Client Portal Functionality



Quote

“CARM will provide access to self-service tools that will streamline processes and facilitate compliance, making the self-management of imports simpler.”

Key Changes

- > New harmonized billing and payment due date, with an interest-free correction period from CAD submission date to payment due date
- > Additional electronic payment methods (e.g. Pre-Authorized Debit (PAD))
- > Introduction of the management of CBSA account information, AMPS data, viewing of SOA and transaction history
- > New financial security model set at the Importer-level
- > Introduction of commercial accounting declaration management (includes post-entry adjustments and mass-adjustments)
- > New HS classification tool and automated tariff calculator

Key Benefits

- ★ Ability to manage a simple commercial accounting declaration process with versioning capabilities
- ★ View SOA, commercial charges, and monitor financial security in real-time , and make electronic payments.
- ★ Leverage self-service tools, such as HS Classification and Tariff Calculation tools, to facilitate compliance with the CBSA.
- ★ Register/enroll into CBSA programs and easily manage real-time account data

A Day in the Life: Importers who do not use a Customs Broker (Low Volume)

Current State

- ⚡ Joe has opened a sporting goods shop, and is looking to register and enroll his business with the CBSA. Joe is finding it challenging to figure out what forms he needs to fill out, and what information he needs to provide to the Agency.
- ⚡ Joe is looking to buy sports equipment and is working through a cumbersome paper-based process to complete his RMD and B3 forms. Joe is challenged to understand the importing requirements, the classification rules, and how to properly calculate the tariffs to pay. He refers to CBSA and PGA websites to find the information he needs.
- ⚡ After submitting the day's declarations, Joe is trying to gain a better understanding of his current debt to the CBSA, in order to pay the CBSA via cheque or direct deposit through his financial institution.
- ⚡ Joe realizes that he inputted the incorrect country of origin for a shipment of baseball goods that was released 5 days ago. Using a time-consuming paper-based process, Joe is rushing to make the required changes before the 5 business day accounting deadline, or else he will have to populate a paper B2 form and incur interest on these transactions.

8:30
am

11:00
am

1:30
pm

5:30
pm

Future State

- ★ By using the CCP, Joe is able to easily understand what information is required to **electronically register and enroll with the CBSA**. Furthermore, Joe can simply **update his client account information anytime, using the portal**.
- ★ Upon completing the RMD, **Joe uses the CCP to complete his commercial accounting declaration** using a simple electronic process. He uses an **HS classification tool** that allows him to more accurately classify his goods, as well as an **automated tariff calculator**. Throughout this process, Joe is able to use a **ChatBot to answer questions**, as it relates to the importing process.
- ★ **Through the CCP, Joe gathers a full list of his transactions and views his statement of account**, which he is able to **pay electronically** via credit card or through direct deposit. Under CARM, **Joe has his own bond with the CBSA that he is able to monitor in real-time**, with the ability to **receive notifications** when his company's bond is approaching its limit.
- ★ Using the CCP, Joe quickly makes **electronic corrections to his declarations**. Additionally, Joe is not worried about processing his corrections under a 5-day accounting deadline, because **there is now an interest-free correction period from CAD submission date to payment due date**.